

# DETAILS OF GOOD SHOPFRONT DESIGN

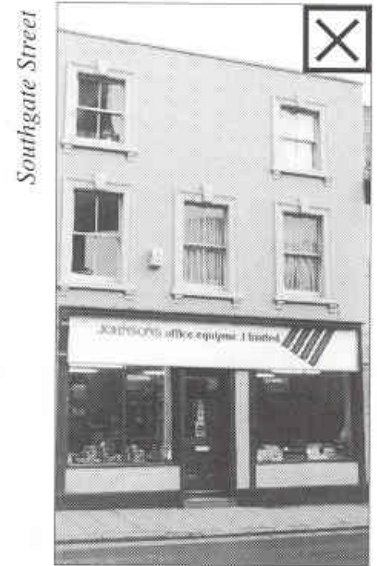
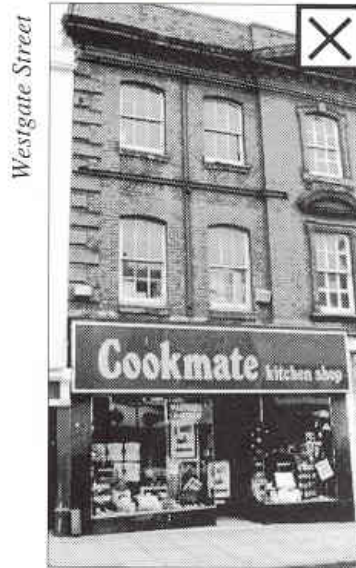
## Shopfront Fascia Signs

Perspex fascia signs and boards look cheap and often spoil the appearance of a whole property or street.

Very often fascia signs are oversized and therefore out of proportion with the rest of the building.

As a guide, the depth of the fascia should not normally be greater than one quarter of the height from pavement level to the bottom of the fascia. Fascia boards should be of good quality materials, designed with care, so as to appear as an integral part of the design of the shopfront and the building.

Hand painted fascia boards are usually appropriate for historic or traditional properties, and can often be less expensive than perspex. The fascia sign should only state the trade related to the premises, and preferably the street number. Repetition of information is to be avoided, as this creates a confused and cluttered appearance.



▲ *Oversized perspex fascia signs often cheapen and spoil the appearance of the property and the whole street* ▲

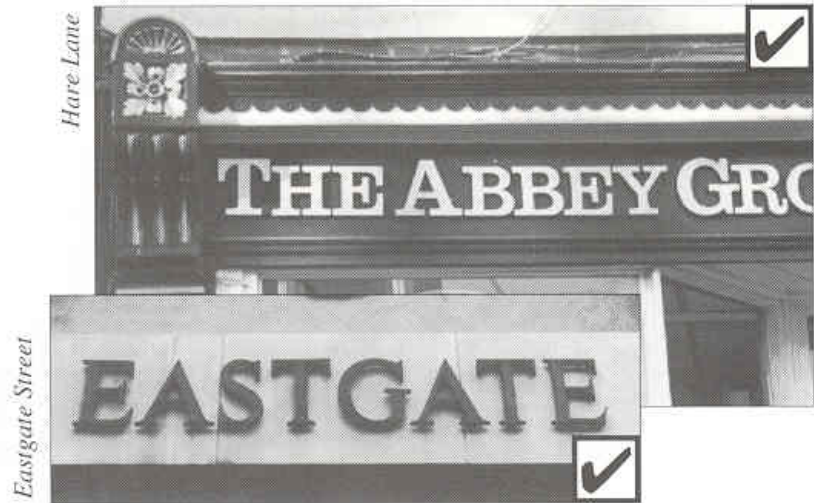
Handpainted fascia signs are particularly appropriate for traditional shopfronts, but these must be carried out by an experienced signwriter, using

an appropriate style and size of lettering, in order to achieve a professional appearance and finish which appears as an integral part of the shopfront design.



▲ *Handpainted fascia signs are particularly appropriate for historic and traditional buildings* ▲

Alternatively, individual letters could be mounted onto the fascia, fixed by spacers. The type of materials and the details of the lettering should be chosen according to the design of the shopfront, and whether they are for use on a historic, traditional or modern building. However, materials should always be of good quality. Glossy perspex will not be acceptable on listed buildings or in conservation areas, and should also be avoided in other situations.

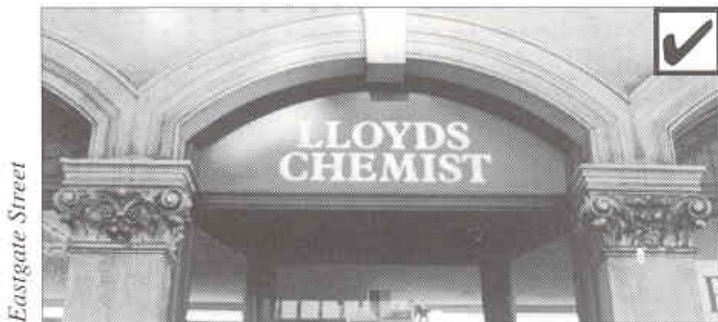


▲ High quality individual letters can be mounted on the shopfront fascia ▲

Hand painted signs onto the inside of glass can be an attractive means of providing information, especially where the design of the fascia does not provide space for the name of the business. These must be carefully designed and carried out by an experienced

signwriter, so as not to give a cluttered or untidy effect. Street numbers should also be included as part of any design, to help postal deliveries and encourage general accessibility to your property.

Where appropriate and necessary, the City Council will take enforcement and legal action against signs or advertisements which are displayed without the required consent.



▲ Hand painted signs or high quality lettering applied to the inside of glass can be an alternative to fascia signs ▲